

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
November 20, 2008**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Jose Malagon, Vice President	Hollywood Media Center
	Frank Stephan, Treasurer	The Claret Group
	Nathan Korman, Secretary	NBK, LLC
	Greg Angelo	METRO
	Aziz Banayan	Algert Co., Inc.
	Lynda Bybee	Metro (Exiting Board Member)
	Jeff Cohen	Gatehouse Capital
	Michael Gargano	Argent Ventures and Millennium Partners
	Shawn Ingram	My Friend's Place
	Don Jacinto	Hollywood Roosevelt
	Jan Martin	AMDA
	Alan Sieroty	Sieroty Company (Exiting Board Member)
	Thaddeus Smith	The Music Box Theater
	Ron Radachy	Oasis of Hollywood
	Hilary Royce	Church of Scientology International
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Directors Absent	Tej Sundher	Hollywood Wax Museum
	David Green	Nederland Organization - (Ex-officio Member)
	Leslie Lambert	CRA/LA - (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
Guests	Julie Kane	Selma Elementary
	Kitty Gordillo	Hollywood Wilshire YMCA

Annual Meeting

I. Call to Order

The Annual Meeting was called to order by Board President Chris Bonbright at 4:40 P.M.

Opening Remarks

Chris Bonbright thanked Alan Sieroty for his years of service as an HPOA board member. Kerry Morrison, on behalf of the board of directors and the HPOA staff, presented Mr. Sieroty with a plaque to show the board's appreciation for his contribution to the board.

II. Election of Directors

A. John Tronson thanked the members of the Nominating Committee for taking time over the past couple of months to review applications and interview applicants for the HPOA board. The Committee is proud to present to the board the following slate of seven nominees to serve three year terms ending November 2011:

Greg Angelo, Metro
Jeff Cohen, Gatehouse Capital
Shawn Ingram, My Friend's Place
Don Jacinto, Hollywood Roosevelt
Nathan Korman, NBK, LLC
Jan Martin, AMDA
Monica Yamada, CIM Group, Inc.

It was moved by John Tronson, seconded by Jose Malagon and **CARRIED to approve the presented slate of nominees to serve a three year term for the Hollywood Property Owners Alliance Board of Directors.** [unanimous]

III. Election of Officers

A. As Chair of the Nominating Committee, John Tronson brought before the board the slate of officers for the 2008-2009 term.

For the positions of:
Vice President - Thaddeus Hunter Smith
Secretary - Michael Gargano
Treasurer - Frank Stephan
President - Chris Bonbright

It was moved by John Tronson, seconded by Aziz Banayan and **CARRIED to approve the proposed slate of officers for a one year term.** [Unanimously approved].

IV. Motion to Adjourn

It was moved by John Tronson, seconded by Jose Malagon and **CARRIED to adjourn the November 20, 2008 Annual Meeting at 4:46 P.M..** [Unanimously approved].

Monthly Business Meeting

I. Call to Order

The meeting was called to order by Board President Chris Bonbright at 4:47 P.M.

II. Public Comment

Julie Kane, Selma Elementary and Kitty Gordillo, Hollywood-Wilshire YMCA discussed with the board a partnership program recently initiated by the two organizations that is designed to create a healthy lifestyle model for children. The program is currently looking for partners in the community, like the HPOA, to assist with funding costs. John Tronson said he felt the program is seriously needed in the community schools across the country and that he thought the HPOA could possibly assist in putting the two entities in touch with potential sponsors.

III. Approval of Minutes

It was moved by Jose Malagon, seconded by John Tronson and **CARRIED to approve the minutes from the HPOA's October 16, 2008 board meeting.** [Unanimously approved].

IV. Treasurer's Report

A. Treasurer's Report: Frank Stephan reported that delinquencies for the 2008 year are up, however the board is expected to end the year with close to \$49,000 in the bank. The larger balance is due in part to the fact that the board had postponed a contribution to PATH's H.E.R.O. program and a contribution to the Hollywood Chamber's Christmas Lighting Program until 2009. Stephan proceeded to review the various accounts and their balances with the board. Stephan also informed the board that the staff was in the process of transferring the BID's deposits from First Regional Bank to Wells Fargo. In addition to this the staff had received from Wells Fargo, via email, a confirmation that the HPOA was approved for a line of credit that will range between \$200,000 and \$250,000. Lastly, Stephan mentioned that the Finance Committee would be meeting to discuss the employer contribution "match" amount to the staff's 401(k) plan.

V. Committee/Activity Reports

A. Security Committee

1. Report from Halloween night: John Tronson briefed the board on activities that occurred in the BID. Tronson explained that the area was successful in keeping the BID silly string free, however there was a large crowd of people who gathered in the area causing LAPD to shut down the streets and freeway off-ramps. Tronson informed the board that the BID has already begun working with the LAPD to better prepare for next year to ensure that streets are not closed, allowing businesses to continue to operate through the night.

2. Update on Homeless related activities in the BID; HomeWalk: For the second year HPOA Staff and Steve Seyler participated in the United Way's HomeWalk event, raising funds for permanent supportive housing for homeless individuals in Hollywood and LA County. Andrews International also continues their outreach efforts within the BID and Hollywood.

3. Review/Approve HPOA Policy on Permanent Supportive Housing: A decision was tabled until the board's December 2008 meeting.

4. Hollywood and Highland issues/McDonald's: Tronson informed the board that the McDonald's at Hollywood and Highland was recently purchased by CHC board member Carol Massie. Since its purchase Tronson noted that the store has made some significant changes in order to ensure employee and customer safety. In addition to this, the store has hired Andrews International Security (as a private contractor) to patrol the store during certain times of the week, while also working with LAPD to see if it would be possible to move the Metro bus stop further east on the block.

5. Security Deployment for New Year: Tronson reported that due to the larger security budget in the new bid, the Hollywood Entertainment District is planning to have a late night security team that will be available on Friday and Saturday nights until 12 A.M.

B. Streetscape Committee:

1. Update on competitive bidding process for maintenance contract: MacPherson reported that a Joint Streetscape Committee meeting had taken place where the committee reviewed the proposals received for the BIDs' maintenance contract. On November 12, 2008 all three potential companies were interviewed by the committee. The committee has decided to extend the evaluation process and is hoping to have a recommendation for both the CHC board and HPOA board to review at their December 2008 meetings. MacPherson did inform the board that if the decision was delayed until January 2009 the BIDs would continue to pay their current vendor Clean Street on a month to month basis.

C. Marketing Committee:

1. Update on Media Coverage of Hollywood: Katie Zandona distributed to the board some recent articles in the Los Angeles Business Journal which featured Hollywood related properties and personas.

2. New Marketing Committee: Zandona informed the board that she will be working with Chris Bonbright and Kerry Morrison in an effort to form a Marketing Committee for the Hollywood Entertainment District, beginning in the New Year. The committee will be looking at updating the pole banners throughout the district as part of their first task.

3. NavigateHollywood.com Preview: Zandona previewed for the board the new interactive way-finding website. Zandona asked that board members with any further input or ideas are welcome to email them to either her or Joe Mariani. The staff will be previewing the site for those individuals who contributed on Tuesday, December 2, 2008 at 2:00 P.M. Board members are welcome to attend.

VI. New Business

A. Review and Approve Contract between Los Angeles City and Hollywood Property Owners Alliance to manage BID from 2009 - 2018: Kerry Morrison reviewed with the board the Los Angeles City Contract that would have to be signed and delivered to the city by the end of the month. Morrison said the contract would exist between the Hollywood Property Owners Alliance and Los Angeles City through December 31, 2018.

It was moved by Aziz Banayan, seconded by Nathan Korman and CARRIED to approve and sign the Los Angeles City Contract allowing the Hollywood Property Owners Alliance to manage the Hollywood Entertainment District Business Improvement District from 2009-2018. [Unanimously approved].

VII. Report from Executive Director

A. Recruitment for Office Manager: Morrison informed the board that Dawn Hardwick, HPOA Office Manager, will be relocating out of state and that the staff has initiated the process of looking for a new Office Manager.

B. Projects in the works: Morrison reported that the HPOA is still in the process of negotiating the change order with the CHC for the HPOA to take on some additional responsibilities with the exit of Don Duckworth. Morrison also mentioned that the Security Committee has been active in working with Ivar Avenue stakeholders to get them in touch with LAPD and other city departments to alleviate some issues occurring on the street.

C. Status report on Mr. Little lawsuit against city of LA: Morrison reported that she had spoken with the City Clerk's office and it was reported that Mr. Little had filed a rent control application to allow him

as property owner permission to pass the BID assessment onto his residents through a slight rent increase. The suit has been held off until he hears a response on the application.

D. Survey of New/Removed Square Footage: MacPherson explained to the board that she is working on developing a spreadsheet that will keep track of demolitions and new construction with Certificates of Occupancy, that occur in the two BIDs to help manage assessments. By keeping track of the changes the City Clerk informed the BID it may be possible to re-assess new square footage or refund those who have had demolitions occur, after the City's submission date for the Assessment roll. These owners would then be manually billed after the new information was received. Bonbright advised that the board also see how other areas handle assessing those types of changes within their boundaries after the City's deadline. Morrison asked if she could get together with some board members to discuss the issue, prior to bringing it before the board for any type of action.

VIII. Next Meeting

The next meeting is scheduled for Thursday, December 18, 2008 beginning at 4:00 P.M. in Suite 200 of the Taft Building (1680 Vine St., Hollywood, CA. 90028).

IX. Adjournment

There being no further business the meeting was adjourned by board president Chris Bonbright at 6:03 P.M.